



2013 SENATE BILL 453

1 **AN ACT** *to amend* 125.70 of the statutes; **relating to:** the furnishing of
2 intoxicating liquor taste samples at certain retailer trade association events.

Analysis by the Legislative Reference Bureau

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 **SECTION 1.** 125.70 of the statutes is amended to read:
4 **125.70 Trade show samples.** A manufacturer, rectifier, winery, or
5 intoxicating liquor wholesaler may furnish, free of charge, on “Class B” premises,
6 taste samples of intoxicating liquor to any person who has attained the legal drinking
7 age and who is attending a trade show, conference, convention, or similar business
8 meeting, that is held on those premises, of a bona fide national or statewide trade
9 association that derives income from membership dues of “Class B” licensees. Taste
10 samples may not be furnished under this section at more than 2 such events of any

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SECTION 1

1 one trade association per year. No intoxicating liquor brought on “Class B” premises
2 under this section may remain on those premises after the close of the trade show,
3 conference, convention, or business meeting.

4 (END)